



VoiceLogger, Inc – Technology Leader on the Plains

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About VoiceLogger

- VoiceLogger, a brief history
- Technology in a small town – selecting and retaining talent
 - Organic
 - Inorganic



About VoiceLogger

- VoiceLogger model and management team
- Challenges of overcoming the “small town identity”
- Growth and future of VoiceLogger



Challenges to VoiceLogger

- “Small town identity”
 - Perception by market, analysts, media
 - Positioning by competition
- Technology infrastructure
 - Data and Telecom infrastructure
 - Manufacturing and production



Challenges to VoiceLogger

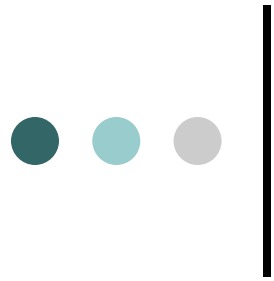
- Talent
 - Engineering
 - Sales/Marketing/Administrative
- Benefits
 - Healthcare
 - Dental/vision plan offering



How do we succeed?

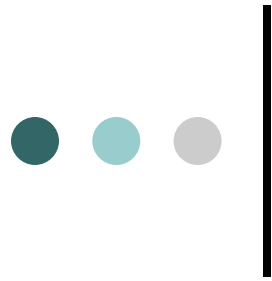
Fight the small town perception

- Position the strengths
 - Lower cost of operation
 - Better quality of living
- Positively refute the misconceptions
 - Chamber of Commerce data
 - State-provided data



How do we succeed?

- Technology Infrastructure
 - Use what we have to our advantage
 - Work with providers (ILECs, CLECs, etc.) to grow capabilities
 - Work with state officials to sponsor legislation promoting rural technology development



How do we succeed?

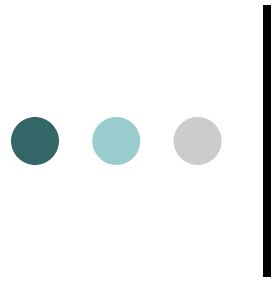
- Talent

- Engineering

- Recruit to the advantages of the locale
 - Schools
 - Cost of living
 - Family atmosphere

- Sales/Marketing/Administrative

- Focus on organic growth
 - Don't restrict sales talent to just local



How do we succeed?

○ Benefits

● Healthcare

- Work to develop and educate a healthy employee population
- Constantly evaluate costs and options

● Dental/Vision

- Work to develop local coverage plans
- Create a fund that allows for “well care” treatments, minimizing costs



Conclusion

- Technology companies can be built and succeed in rural areas
- Perceived weaknesses can be positioned into strengths
- Work with state and local government and chambers to develop your industry

Thank You!



www.voicellogger.com